



JESSICA OHAKA

YOUTH DEVELOPMENT STRATEGIST

Programme Design • Youth Participation • Wellbeing • Strategy • Storytelling

I help organisations turn good intentions for young people into work that is credible, participatory and built for real life.

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THE WORK BEHIND THE TITLE



Strategic partner for organisations that want youth development to mean more than good branding.

Too often, young people are invited into conversations after the important decisions have already been made. Their stories may be celebrated, but their insight is not always used. Their wellbeing may be discussed, but not understood in the context of pressure, identity, opportunity, exclusion and uncertainty. Their participation may be visible, without being consequential.

My work exists in that gap. I support organisations, schools, foundations and communities to build youth-centred programmes, participation structures and communications that take young people seriously as people with insight, agency and a legitimate stake in the decisions that shape their lives.

I bring together strategic thinking, programme experience, facilitation, communications and lived-experience perspective. The result is work that does not simply sound youth-friendly: it is clearer about who it serves, more responsive to what young people need, and more accountable for the change it promises.

WHAT I HELP MAKE POSSIBLE

YOUTH STRATEGY AND PROGRAMME ARCHITECTURE

Clarifying youth outcomes, developing practical delivery pathways, strengthening existing initiatives and translating ambition into workable plans.

FACILITATION AND CAPACITY BUILDING

Designing and leading workshops, learning spaces, convenings and staff sessions that bring clarity, invite honest reflection and produce useful next steps.

YOUTH PARTICIPATION WITH CONSEQUENCE

Creating advisory structures, co-design processes and feedback mechanisms that allow young people to shape decisions not merely appear in them.

LIVED-EXPERIENCE ADVISORY

Testing policies, programmes, research, campaigns and services against the realities young people navigate; turning insight into practical improvement.

PROGRAMME DESIGN, DELIVERY AND LEARNING

Supporting initiatives across youth wellbeing, leadership, identity, education and opportunity; identifying what is working, what is not and what should change.

STRATEGIC COMMUNICATIONS AND IMPACT STORYTELLING

Developing donor-facing narratives, impact reports, programme profiles, campaigns and digital stories that are emotionally grounded and evidence-led.

THE QUESTIONS I CARE ABOUT

WHO GETS TO SHAPE THE SOLUTION?

Youth participation should influence priorities, decisions and delivery not only provide a photograph or a quote after the work is done.

WHAT DOES WELLBEING LOOK LIKE IN CONTEXT?

Young people's wellbeing cannot be separated from identity, pressure, belonging, safety, resources and the systems around them.

WHAT HAPPENS BEYOND PERFORMANCE?

Growth is larger than grades, credentials and public achievement. Young people need room to explore purpose, agency, identity and direction.

WILL THIS WORK IN REAL LIFE?

A strong idea must also be culturally aware, relationship-centred, feasible to deliver and willing to learn from failure.

CAN THE STORY LEAD TO ACTION?

Stories should build understanding, trust and momentum, not flatten people into case studies or decorate an impact report.

MY APPROACH

Listen before prescribing.

Treat lived experience as evidence.

Build with young people, not around them.

Make participation safe, clear and meaningful.

Name what is not working without losing care.

Leave teams with decisions, tools and direction not only inspiration.



REBOOT WELLBEING AND EMPOWERMENT FOUNDATION (R-WEF)

Founder and Executive Director

Jessica leads Reboot Wellbeing and Empowerment Foundation (R-WEF), a youth-focused organisation advancing wellbeing, agency and opportunity for young people. Her work spans programme strategy and management, youth participation, volunteer engagement, facilitation, organisational communications and impact storytelling, helping turn youth-centred ideas into practical initiatives, learning spaces and partnerships.

Through R-WEF, she works to ensure that young people are not treated simply as programme participants, but as credible contributors to the conversations, systems and opportunities that shape their lives.

MIND YOURSELF EXPERIENCE

Programmes Manager - Dream Sports Africa | 2024

Jessica contributed to the Mind Yourself Experience, a youth wellbeing engagement delivered by Dream Sports Africa. The experience created space for young people to reflect on mental wellbeing, personal growth and the importance of caring for themselves within the pressures of everyday life.

Her contribution reflected her wider commitment to making wellbeing conversations more relatable, accessible and grounded in the realities young people face. Dream Sports Africa's 2024 University of Abuja edition of the NaijaCore Mind Yourself Experience reported approximately 200 attendees.

GROWTH BEYOND GRADES

Lead Facilitator - R-WEF × The Student Growth Hub | 2026

Jessica served as Lead Facilitator for Growth Beyond Grades, a six-week professional and personal development programme delivered in partnership by R-WEF and The Student Growth Hub.

The programme supported 30 selected students across Nigeria, Kenya, Zimbabwe, Cameroon and Bolivia through sessions on mental resilience and wellbeing, leadership and communication, career readiness and employability, personal growth awareness, career clarity and peer learning.

Jessica led learning that challenged young people to see growth as bigger than academic performance, creating room for reflection, self-awareness, confidence, purpose and practical preparation for the future.

FROM PASSION TO PURPOSE

Speaker/Mentor - Ink & Armour × The Student Growth Hub | July 2026

Jessica contributed to From Passion to Purpose: Building a Meaningful Writing Journey, an engagement convened by Ink & Armour in collaboration with The Student Growth Hub.

The session explored how young people can connect lived experience, personal interests and creative expression to a more intentional sense of purpose. It encouraged participants to see writing not only as a skill, but as a tool for reflection, voice, clarity and impact.



IMPACT AT A GLANCE



20,000+ young people reached, engaged or supported



4 programmes, workshops or initiatives designed, facilitated or coordinated



50+ organisations, schools or partners engaged



8 years of experience across youth development, advisory practice or programme leadership

WHAT COLLABORATION CAN LOOK LIKE

PARTNERSHIP TYPE	TYPICAL NEED
Strategic partnership	A youth strategy, participation framework, programme rethink or longer-term advisory relationship.
Programme collaboration	Designing, improving, coordinating or evaluating a youth-focused programme or learning experience.
Facilitation	Workshops, retreats, convenings, youth sessions, staff learning and stakeholder dialogues.
Lived-experience advisory	A grounded youth lens for research, policy, service design, campaigns or leadership decisions.
Storytelling partnership	Impact reports, donor communications, programme profiles, campaigns and youth-centred digital storytelling.
Selected public engagements	Panels, interviews, moderated conversations and speaking engagements where thoughtful exchange is the goal.

FEES AND SCOPE

Every collaboration is different. My fees are tailored to the scope of work, timeline, level of preparation, format, location, number of participants, required outputs and organisational context.

For a bespoke quote, please email me at [**jessicaohaka@r-wef.org**](mailto:jessicaohaka@r-wef.org) with a short brief, proposed dates and the outcome you are seeking.



LET'S BUILD WORK YOUNG PEOPLE CAN BELIEVE IN

Young people are not only the future. They are already navigating the consequences of today's decisions in their schools, homes, communities, workplaces and online spaces.

The most responsible youth development work does not speak for them from a distance. It creates the conditions for them to contribute, lead, question and shape what comes next.

I welcome collaborations with people and institutions ready to make youth-centred work more honest, more participatory and more effective.

ENQUIRIES AND BOOKINGS

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- 📷 www.instagram.com/jessica.c.ohaka/
- 📍 Abuja, Nigeria | Available for in-person and virtual work around the globe - Available for travel



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